Scott. II.-37—100,000—25-5-48.

E.S.P.H (1948) Department.

M.S. SERIES.

G.O. No. 4012 P.H

Dated 27/11/48.

[Despatch Abstract.]

Health Propaganda - Education of the Public in health matters through cinema - Proposals of the Director of Public Health - Approved.

PUBLIC HEALTH DEPT.

From

The Director of Public Health,
Egmore, Madras-8.

To

The Secretary to Government,
Education and Public Health Department,
Fort St. George, Madras.9.

Rc.No.42204-5-RS.48. Dated JULY 31st 1948.

Sir,

Sub: PUBLIC HEALTH EDUCATION - PUBLICITY POLICY - APPROVAL REQUESTED.

The Public Health Department has all along been laying considerable emphasis on public health education and has made it an important plank of its activities in the districts and municipal towns. Posters, leaflets, exhibitions, health dramas and magic lantern demonstrations form the main methods of propaganda. For some years, the department has been using 35 m.m silent projectors and films. Sound projectors and films are now in demand for publicity work to be sufficiently attrattive to the public. The sub-standard 16 m.m. sound projector and films are in general use for all educational and instructional purposes.

2. The Governemtn have recently placed at the disposal of this department, a few propaganda vans equipped with 35 m.m. sound projectors, radio, public address system, etc. Subsequently the Government were of opinion that no vans were necessary for public health propaganda.

3. I consider that the time has now come for a review of the policy to be pursued in this matter. There can hardly be two opinions on the importance of educating the public in matters of health, so that their intelligent cooperation may be obtained in all measures designed for the improvement of public health. Besides the radio and the Press, the next most powerful instrument of publicity is the cinema. Visual education plays an important part in the education of the child and of the adult.

4. For the purpose of this department, I would recommend the purchase of 16 m.m. sound projectors and 16 m.m. sound films. I have examined a number of projectors now available in the market and had them demonstrated to me in the office. I think that BELL & HOWELL, Gebescope and R.C.A. Projectors meet out needs and I accordingly recommend that Government may be pleased to authorize the purchase of these types of projectors for the use of this department. The enclosed statement furnishes the specification, cost, etc., of several types of projectors.

5. 16 m.m. sound films meant for educational purposes are available and these can be secured through local importers. Their cost ranges from about Rs.300 to Rs.500 only. Attempts to import films direct by the department have led to considerable delays and difficulties. To start off with, a few films may be purchases and stocked to constitute the nucleus of a film library. In this connection, it may be stated that the animated cartoon films of WALT DISNEY on public health subjects are particulary attractive. The United Nations Information Centre, New Delhi, have produced three films, A MOTHER, CHILD and COMMUNITY. These will be obtained as soon as they are made available. The Govt. of India,

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Information, Films Dept. is again going to be opganised.As experience is gained,local production can be undertaken.For this purpose,there are several producting concerns in Madras,like the Patel India Films and the Projection of India Pictures,who are prepared to produce films in accordance with our needs at their own expense, on condition that we buy copies and recommend purchase of such copies to local authorities.

6. The 16 m.m. projector and the generator to run it are very compact, easily transportable and economic. The 16 m.m. films possess the great advantage of being non-inflamable and very much more economic than the standard size films. These films give pictures on the screen of sufficient clarity and definition and effectiveness and are capable of entertaining audiences of considerable size. For these reasons, I am of opinion, as a matter of general policy, that the department should go in mostly for 16 mm. projectors and films. There is however a limited use and need for the 35 m.m. standard sound films. These can be used for demonstration in the existing cinema houses in municiap and urban areas and can also be projected from the few standard sound projectors that are now available in the propaganda vans assigned to this department. To that extent and for the purpose, a few 35 m.m. sound films may be stocked.

7. The prices of the sub-standard projectors and their accessories and of the films are such that it should be possible for many of the local authorities to have a projector and some films of their own. This may as far as possible be encouraged so that each district may have a propaganda unit. In this connection, attention is invited to this office letter R.No. 73714-6-Esi. dated 8-6-1948. The Director of Public Health will require a few sets for use in connection with propaganda work organized directly by the department.

8. I request that the Government will be pleased to approve of the policy and recommend it for adoption to local authorities.

Sd. x x x x
for Director of Public Health,Madras.

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ENCLOSURE.

STATEMENT SHOWING THE QUOTATIONS RECEIVED FROM VARIOUS FIRMS FOR THE SUPPLY OF 16 m.m. SOUND AND SILENT PROJECTORS:

S.No.	Name of the Firm.	Description of projectors 16 m.m. etc.	Value Rs.	
	(1)	(2)	(3)	
1.	Everygreen(Bangalore) Ltd. Bangalore.	Vicoer 60 / " 55 / To operate on 110 Volts, 50/60 cycles AC.	3,000 / 2,850	Delivery a Madras.
2.	New Era Enterprises, Madras.	Gebescope - English - sound and silent with a 500 watt. lamp to operate in AC/DC currents. 750 watts lamp can also be used.	3,200	F.O.R Madra
		RCA - sound and silent	3,125	
		-do- sound alone	3,175	
		Holmes with 1000 watt Lamps and 2000 ft.reel	3,450	
		Ampro	3,300	Subject t
		Debric Professional model	4,250	fluctua-
		Movie Mite Small Home Model	1,800	tions.
3.	Esesay visual education films,Madras.	L.516 - Gebescope - Silent and sound - operated on 220 - 250 volts AC or DC mains.	3,200	
		Bell & Howell - latest model - silent and sound - Operated on 110 volts AC.	3,425	
		Generator ..	2,250	
		Step down transformer to operate on 230 volts AC.	150	
		Dual resitance 23 of 115-volts with 2 cutput plugs.	450	
		Polarity charges 110 volts DC	300	
		Projection screen 75" x 52" with stand	300	
		Film rewinders	100	
		Film splicer	135	
4.	Ama Ltd.Madras.	Bell & Howell - Silent and sound with 750 watt. lamp as standard (1000 watt lamp optional)- operated on 110 volts AC. Rs.3260/- less 15%	2,771	F.O.R., Madras.
		Packing forwarding, insurance and sales tax	129	
		Cordomatic attachment included in the loud speaker - Rs.164 less 15% plus sales tax 4-6-0	143-14-0	
		Transormer to operate the projector from 220/230 volts AC	200	
		Model H-24 A 115-Generator-works on kerosene fuel - will deliver 2000 walts 115/230 volts- 50 cycles, Alternative current.	2,230	Ex-Godown, Bombay.

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(1)	(2)	(3)	
4. Ama Ltd.Madras (contd.)	Medel H-13 A 115-17-- Generator works on Petrol only - Will deliver 1500 watts - 115 volts, 60 cycles - Alternative Current.	1,600	Ex-Godown Bombay.
5. M/s.Sridhar & Co., Madras.	Movie mite - sound and silen to operate on 110/250 volts AC/DC with a transformer and resistance.	2,000	Ex-Godowns with resistance or transormer.
6. Radios and Electricals Ltd. Madras.	L.516-Model-Gebescope - sound and silent operated from 220 or 230 watts. AC or DC current.	3,350	Ex-Godowns Madras.
	Additional Spares.	470	
	RCA Model 400 - Operation from 110 to 115 volts AC 50 cycles - Rs.3125/-less 10%	2,812-8-0	Ex-Godowns, Madras.
	RCA Model 201 -do- Rs.3125/- less 10%	2,857-8-0	do
	Bell and Howell Portable screen 8' x 10'	550	
7, Fazalbhoy Ltd., Madras.	RCA Model PG 201 with 750 watt bulb as per specifications.	2,550	do
	-Generater. --	1,550	
	Step down transformer of 2 KVA capacity with tappings on both primary and secondary for variation of voltages.	515	
	-do- of a different specification.	375	
8. Amalgamated Trades & Agencies,Madras.	Holmes Projectors - Operation on 110 volts AC.	2,800	Ex-Bombay,10% discount if 6 or more taken at a time.
	Generator - New but repaired	1,000	nett. Ex-Bombay.

Sd. x x x
For Director of Public Health,
Madras.

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GOVERNMENT OF MADRAS
ABSTRACT.

Health Propaganda - Education of the Public in health matters through Cinema - Proposals of the Director of Public Health - Approved.

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Education & Public Health Department.

G.O.Ms.No. 4012 Dated 7-11-1948.

Read the following:-

From the Director of Public Health,
R.No.42204-5-RS/48,dt. 31-7-1948.
.do. R.No.16991-9-RS-48,dt.31--7--'48.
.do. R.No.16991-10Rs.48,dt. 31-7--'48.

ORDER:

The Director of Public Health proposes that 16 m.m. sound projectors and films which are in general use for all educational and instructional purposes may be purchased for educating the public in matters of health in a sufficiently attractive manner. The Government approve the proposal and the Director of Public Health is requested to commend it to local bodies for adoption.

2. The Director of Public Health reports that two 16 m.m. cinema sets are necessary, one for loaning to local bodies which are not in a position to own a set of their own and another for the Poonamallee Health Unit, exhibitions, etc. organised by the department. The Government consider that one set is sufficient for the department as there is no need to loan any to local bodies. They sanction the purchase by the Director of Public Health of one 16 m.m. sound projector and two 16 m.m. films at a cost of about Rs.5,600 (five thousand six hundred).

(By Order of His Excellency the Governor)

Sd. x x x
Secy. to Government.

To
The Director of Public Health,
The Accountant General thro' Finance,
The Director of Information and Publicity.

/True copy/

Superintendent,
Madras Record Office

PSR. 1-7-53.

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